IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Kazuhiro ISHIDA

Title:

ADVERTISEMENT SYSTEM AND ADVERTISEMENT DISPLAY METHOD

Appl. No.:

10/077,765

Appl. Filing Date:

2/20/2002

Examiner:

Alvarez, Raquel

Art Unit:

3622

Confirmation

3462

Number:

REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

This is a Request for Continued Examination (RCE) under 37 C.F.R. § 1.114 of the above-identified application. This RCE and the enclosed items listed below are being filed prior to the earliest of: (1) payment of the issue fee (unless a petition under 37 C.F.R. § 1.313 is granted); (2) abandonment of the application; or (3) the filing of a notice of appeal to the U.S. Court of Appeals for the Federal Circuit under 35 U.S.C. §141, or the commencement of a civil action under 35 U.S.C. §145 or §146 (unless the appeal or civil action is terminated).

- 1. Submission required under 37 C.F.R. §1.114: (check items that apply)
 - a. Previously submitted:
 - [] Please enter and consider the amendment and/or reply previously filed on ___.

[]	Please consider the Affidavit(s)/Declaration(s) previously filed on but not considered.						
[]	Please consider the arguments in the Appeal Brief or Reply previously filed on						
	.						
[]	Other						
b. En	b. Enclosed are:						
[X]	Amendment/Reply.						
[]	Affidavit(s)/Declaration(s).						
[]	Information Disclosure Statement.						
[]	Form PTO/SB/08 with copies of listed reference(s).						
[]	Other.						

Miscellaneous:

[] Suspension of action of the above-identified application is requested under 37 C.F.R. § 1.103(c) for a period of __ months.

The filing fee is calculated below:

	Claims as Amended		Previously Paid For		Extra Claims Present		Rate		Fee Totals
RCE Fee 1.17(e):	·						\$810.00	=	\$810.00
Total Claims:	9	-	20	= 0)	x	\$50.00	=	\$0.00
Independents	3	-	6	= 0)	x	\$210.00	=	\$0.00
First p	resentation o	f an	y Multiple I	Depen	dent Claims:	+	\$370.00		\$0.00
					CLAIMS	FEE	TOTAL:	=	\$810.00

[X] Applicant hereby petitions for an extension of time under 37 C.F.R. §1.136(a) for the total number of months checked below:

[X]	Extension for response filed within the first month:	\$120.00	1	\$120.00		
[]	Extension for response filed within the second month:	\$460.00		\$0.00		
[]	Extension for response filed within the third month:	\$1,050.00		\$0.00		
[]	Extension for response filed within the fourth month:	\$1,640.00		\$0.00		
[]	Extension for response filed within the fifth month:	\$2,230.00		\$0.00		
	\$120.00					
	\$0.00					
	\$120.00					
	\$930.00					
[]	[] Small Entity Fees Apply (subtract ½ of above):					
[]] Suspension of action requested under 37 C.F.R. § 1.103(c)					
	\$930.00					

The above-identified fees of \$930.00 are being paid by credit card via EFS-Web.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by the credit card payment instructions in EFS-Web being incorrect or absent, resulting in a rejected or incorrect credit card transaction, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

By 1+ 31.

Date October 12, 2007

FOLEY & LARDNER LLP Customer Number: 22428

Telephone: (310) 975-7965 Facsimile: (310) 557-8475 Justin M. Sobaje

Attorney for Applicant Registration No. 56,252